



WEWS

ORDER

Print Date 10/25/12

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Flight Dates **10/02/12-10/09/12**

Contract / Revision **313535 /** **OH US SEN JOSH MANDEL 10.2 to**

Original Date / Revision
10/01/12 10/24/12 Agency Com 15%
Billing Contact

Advertiser **Mandel / Republican / US Se**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:30:00

Estimate # **2795**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 81625

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	77	\$69,381.25	\$81,625.00	0.00
Totals	77	\$69,381.25	\$81,625.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	77	\$69,381.25	\$81,625.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/02/12	10/09/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	12	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--					8	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					4	\$550.00		0.00			
N 2	WEWS	10/02/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	6	\$3,600.00



WEWS

Print Date: 10/25/12

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Contract / Revision 313535 Flight Dates 10/02/12-10/09/12

Hiatus Dates

Original Date / Revision 10/01/12/ 10/24/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product OH US SEN JOSH MANDEL Estimate # 2795

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/02/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF--		4				\$600.00		0.00		
	Week:	10/08/12	10/14/12	MT-----		2				\$600.00		0.00		
N 3	WEWS	10/02/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$550.00	P-2	0.00 NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF--		4				\$550.00		0.00		
	Week:	10/08/12	10/14/12	MT-----		2				\$550.00		0.00		
N 4	WEWS	10/02/12	10/09/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,300.00	P-2	0.00 NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF--		4				\$1,300.00		0.00		
	Week:	10/08/12	10/14/12	MT-----		2				\$1,300.00		0.00		
N 5	WEWS	10/02/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	1	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF--		2				\$800.00		0.00		
	Week:	10/08/12	10/14/12	MT-----		1				\$800.00		0.00		
N 6	WEWS	10/02/12	10/09/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$325.00	P-3	0.00 NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF--		4				\$325.00		0.00		
	Week:	10/08/12	10/14/12	MT-----		2				\$325.00		0.00		
N 7	WEWS	10/02/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,300.00	P-2	0.00 NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF--		4				\$1,300.00		0.00		
	Week:	10/08/12	10/14/12	MT-----		2				\$1,300.00		0.00		
N 8	WEWS	10/02/12	10/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	1	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	- TWTF-S		5				\$700.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
	1	WEWS	10/01/12-10/07/12	M-SU 11-1135P Late News		11-1135p	- TWThF--Su	:30		(\$700.00)		0.00 NM		
			See MG 8.8 [na]											
	8	WEWS	10/01/12-10/07/12	M-SU 11-1135P Late News		11-1135p	--WThF--Su	:30		\$700.00		0.00 NM		
			Ⓜ MG for 8.1 10/02											
	Week:	10/08/12	10/14/12	MT-----		2				\$0.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
	6	WEWS	10/08/12-10/14/12	M-SU 11-1135P Late News		11-1135p	MT-----	:30		(\$0.00)		0.00 NM		
			Credited											
			[These spots inadvertently placed @ \$0. This was a mistake. Confirmed total with the agency for this estimate was \$82,975...which is what is currently booked. Credit these zero dollar spots.]											
	7	WEWS	10/08/12-10/14/12	M-SU 11-1135P Late News		11-1135p	MT-----	:30		(\$0.00)		0.00 NM		
			Credited											
			[These spots inadvertently placed @ \$0. This was a mistake. Confirmed total with the agency for this estimate was \$82,975...which is what is currently booked. Credit these zero dollar spots.]											
N 9	WEWS	10/02/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00 NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **313535** Flight Dates **10/02/12-10/09/12** Hiatus Dates
Original Date / Revision 10/01/12/ 10/24/12 Order Sep 00:30:00
Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2795**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 18	WEWS	10/02/12	10/09/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$12,000.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 20	WEWS	10/02/12	10/09/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$550.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 21	WEWS	10/02/12	10/09/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		1				\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
													Totals	77	\$81,625.00